

CAMEL

- First Half CAMEL Menthol B2G1F

March

- Generate competitive full-price trial on CAMEL Menthol styles (Filter Box and Lights Menthol Box).
- Can be worked any time within the first or second quarter.
- Promotion will be worked in all regions.
- Recommend allocating Menthol SKUs where CAMEL Base, Newport and Marlboro Menthol are strong.
- B2G1F product will be presleeved in Winston-Salem. Each carton will contain three B2G1F offers plus one live pack.
- Retail Packing Explanation Sheet will be in each display.
- Allows direct accounts to ship to B2G1F directly to retail accounts without additional packing.
- Provide name generation opportunity with insert between BSGSF product.
- Place in Pack Partners Outlets, concentrating on convenience/gas.
- 21 offers per SKU (4 cartons Lights Menthol Box, 3 cartons Menthol Filter Box).

- First Quarter Deeper Promotion Coverage (DPC) - CAMEL

- To be worked in all regions.
- Provide discounting opportunity in lower volume outlets not receiving other RJR promotions.
- May be worked throughout the quarter.

- Buy 4 Get 1 Free - CTS Promotion

- DTS - 2/2/98
- Franchise protection and experiment with pack promotion in CTS to evaluate trend increase in pack sales in CTS.
- Traditional sleeve design kit and floor base display/POS support kit.
 - Sleeve kit and display kit are packed separately.
 - Sleeve kit (Item #537311) must be shipped to direct accounts to pack.
 - Display/POS kit (Item #537254) can be shipped to direct accounts or directly to retail outlets.
- Live product and gratis product to be placed together at direct account.
- VAP ship date to retail accounts is week of February 2, 1998.

- March - Pricing/Equity Event

- DTS - 3/2/98
- Utilized to enhance discounting activity during Plan B period.
- POS will be theme specific and add equity to CAMEL.
- POS item numbers will be communicated for ROU to order to accounts.

- O-Zone Opportunistic Pin-up Calendars

- DTS - 1/5/97
- Bulk packed 40 per SKU
- Non-traditional promotion skewed to Red Kamel.
- Specific to O-Zone geography and participating stores (RJR Partners).

- O-Zone - Opportunistic T-Shirts

- DTS - 2/2/98
- Build excitement and advertising awareness on Red Kamel.
- Bulk packed shirts four different versions - only one version per SKU. Packed 40 per SKU.
- Non-traditional promotion skewed to Red Kamel.
- Specific to O-Zone geography and participating stores (RJR Partners).

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